

Business Writing for Office Professionals

S\$690

2 Days

About this Course

Have you ever felt the need to choose between writing well and writing fast at work? The ability to put your ideas across accurately and effectively in writing is an important communication skill for every business executive. Sometimes the only exposure you may have to higher management is through your writing. If your email and letters are clear and forceful, they convey an impression of you with a well-organized mind, a person who knows exactly what is needed and how to make it happen. Messages that are vague, disjointed and weak may compromise your chance of being promoted and can tarnish your professional reputation.

Regardless of how seldom you need to express your ideas in writing, you should acquire and develop the skill to do it well. However the ability to write clearly and understandably does not always come naturally.

This 2-day practical workshop is designed to empower you to write for the results you want in the shortest amount of time through a simple, step-by-step approach based on the fundamentals of business writing.

Who is this for

Business professionals at all levels (e.g. Administrative, Operations staff, Officers, Executives, Managers and Secretariat staff) who want a quick and easy approach to effective business writing.



Day 1

Introduction

- The importance of effective business writing skills
- Common errors to avoid in business writing
- Defining the purpose of your message

Avoid making assumptions

- Choose concrete and familiar words
- Beware of obsolete and flowery language
- Put action in your verb

Foster good relationships with your internal and external customers

- Writing with a 'YOU' attitude
- Be empathic, sincere, tactful and thoughtful
- Understand what is proper email etiquette

Writing concisely

- Eliminate redundant and wordy expressions that are tiresome to read
- Include only the relevant information
- Avoid unnecessary repetitions

Correctness beyond proper grammar

- Learn to do proper content editing
- Choose the correct choice of words and phrases
- Maintain acceptable writing mechanics

Day 2

Building rapport with your reader

- How to empathize with your customers
- Build trust and relationship through your writing
- Improve your credibility through your style of writing

Format in business writing

- How to write proper subject lines
- Improve readability for your audience
- Use appropriate sentence structure and paragraphs

Correct writing style

- Writing Up
- Writing Across
- Writing Down

Handle Difficult Messages

- Learn to deliver negative news without offending your reader
- Using buffer statements
- Inspire a positive tone in your message

Ensure Completeness

- Provide only the necessary information your reader needs
- How to tend to all the queries when you do not have all the answers
- Go the extra mile!



Betty Kan

About the Trainer

Betty Kan-Sekine graduated with honors from San Francisco State University. She is a Certified Professional Trainer (IPMA, UK), a Certified Neuro-Linguistic Programming Practitioner (NFNLP, USA), an Associate Lecturer with SIM Global Education (winner of the SIM 2015 Teaching Merit Award) teaching Business Communication and Management. In 2009, Betty was certified by Nobel Prize Nominee, Tony Buzan as a ThinkBuzan Licensed Instructor and an iMindMap Advanced Instructor facilitating Tony Buzan's revolutionary Mind Mapping® technique.

Betty was appointed as Director of Client Services at a renowned litigation law firm in San Francisco, USA for over a decade to manage the Asian clientele market due to her unique trilingual capability. Her passionate customer centric attitude led her to a prestigious Bronze Medal award for outstanding achievement in Service Excellence by the World Journal in the US. Her corporate experiences span across major industries in the aviation, financial & legal sectors.

Some of Betty's workshop participants were from Wharf T & T (Hong Kong), Drydocks World Southeast Asia (Government of Dubai), National University of Singapore, National Heritage Board, Singapore Discovery Centre, Singapore Police Force, Singapore Prison Service, Changi Airport Group, Jurong Town Corporation, Singapore Tourism Board, Health Promotion Board, Ministry of Home Affairs, Inland Revenue Authority of Singapore, Land Transport Authority, Reed Exhibitions, United Overseas Bank, OCBC Bank, Singapore Telecommunications Ltd, ExxonMobil Asia Pacific Pte Ltd, ComfortDelGro Corporation Ltd & KPMG LLP, among many others.

Betty enjoys a diverse cultural background having lived in the US and Japan for 17 years. Her outstanding professionalism and rich working experiences have helped her develop valuable life skills in Business Communication, Leadership & Management, Innovation & Creativity, Client Services and Personal Effectiveness. She believes in the power of maximizing one's potential by improving and changing oneself from the inside out. Her passion is in helping individuals be the best they can be.

"I am very happy to attend this course as it will greatly help me in my course of work. A good Trainer and very professional."

Susanna Lau, Manager, IDC Asia Pacific

"It's enriching and I have learnt how to write in many ways."

Ivan Kumar, Assistant Manager, Singapore Cruise Centre Pte Ltd

"I like the team interaction for discussion. It was a well paced course structure."

Han Yiling Gin, Team Head, ORIX Leasing Singapore Limited



Phone: +65 6636 9772
Mobile: +65 9850 9058
Fax: +65 6636 9613
Email: mail@impresstraining.com
Address: 8 Burn Road, #04-11/12 Trivex Singapore 369977
(Behind Tai Seng MRT-Circle Line)